

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (original) An information-processing apparatus comprising:
computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and
select means for selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed by said computation means for each of said contents.

2. (currently amended) An information-processing apparatus according to claim 1, wherein said information-processing apparatus further comprises transmission means for transmitting contents selected by said select means to any of said information-processing ~~terminal~~ terminals.

3. (original) An information-processing apparatus according to claim 1, wherein said computation means computes an expected value of any one of said information-processing terminals from results of a test transmission carried out for said information-processing terminal.

4. (original) An information-processing apparatus according to claim 1, wherein, for any specific one of said information-processing terminals, said select means selects a content whose expected value computed by said computation means.

5. (currently amended) An information-processing apparatus according to claim 1, wherein said expected value is a probability of a ~~response's~~ response ~~being~~ expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. (original) An information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. (original) An information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. (original) An information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. (original) An information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. (original) An information-processing apparatus according to claim 9,

wherein said computation means computes said expected value on the basis of click information of said hyperlink information.

11. (original) An information-processing method comprising the steps of:
computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and
selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

12. (currently amended) A method, stored on a computer-readable medium,
comprising program to be executed by a computer to carry out the steps of:
computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and
selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

13-18 (canceled)

19. (original) An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

first producing means for producing assessment information on largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values which are each computed by said computation means for one of said contents; and

second producing means for producing an assessment function of said expected values computed for all said contents by synthesizing pieces of said assessment information which are each produced by said first producing means for one of said contents.

20. (original) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.

21. (currently amended) A method, stored on a computer-readable medium,
comprising program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.